

Great Financial Advisers Are Well-Being Advisers

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Abstract: Great financial advisers are well-being advisers, offering holistic advice that builds clients' life well-being on the foundation of financial well-being. Interviews with investors in the US, UK, Mexico, and China show how they enhance their life well-being in the domains of finances, family and friends, work, and health.

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I. GREAT FINANCIAL ADVISERS ARE WELL-BEING ADVISERS

It is often said that good physicians treat illnesses, while great physicians treat patients. Financial advisers are financial physicians, and great financial advisers are well-being advisers, offering holistic advice that enhances clients' life well-being, beyond financial well-being. Well-being advisers identify clients' life goals, help them examine and balance those goals, and guide them away from cognitive and emotional errors that impede their fulfillment.*

Alexandra, a 35-year-old British woman, described the holistic advice she seeks from her adviser: "We are looking for a holistic way of approaching our financial goals—an approach that encompasses our 5-, 10-, and 15-year goals, our life experiences, our standard of living, our purposes, physical well-being, religious and social values." She is ready to pay extra to an adviser who truly listens and devises a plan that enhances her family's life well-being. And Jeffrey, a 60-year-old American man, explained the value of holistic advice: "Advice that's based on my whole life is more important than just financial advice—it's all tied together." Jeffrey was

assured that his adviser understands that it is important for Jeffrey's children to attend a competitive small liberal arts college, and accepts their goal of moving to New York City.

II. FINANCIAL WELL-BEING AND LIFE WELL-BEING

Life well-being is composed of three parts: experienced, evaluative, and meaning. Experienced well-being—also called emotional or hedonic well-being—refers to our momentary emotions: happiness, sadness, anger, anxiety, and joy. Evaluative well-being refers to our overall assessment of our lives—how satisfied we are with them. Meaning well-being—often called eudemonic well-being—refers to our sense of meaning and purpose, our feeling that our lives matter and contribute to something beyond ourselves. Work vividly illustrates the distinction between experienced, evaluative, and meaning well-being. Work is often burdensome and frustrating, diminishing experienced well-being. But work enhances evaluative and meaning well-being by providing income, structure, social connection, identity, and meaning.

The domain of finances is often overlooked—or consciously downplayed—by both ordinary people and

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scholars. When asked about well-being, people tend to emphasize balance among family, friends, health, and work, while leaving finances in the background. As Jean, a 31-year-old American woman, explained: “To me, well-being means balance between work, friends and family, my relationships, and my health. Each of these things definitely factors in, with maybe my relationships being the most important part.” Notably, Jean did not mention finances among the domains that shape her overall well-being. And when finances are mentioned in surveys, they rarely rank at the top. Some studies found that finances rank no higher than family, work, and health. Others reported that finances matter much less than family, friends, and health. Still others place finances last among major life domains (Easterlin & Sawangfa, 2009; Ditlev-Simonsen, 2020; Kapteyn et al. 2013).

Yet this apparent downgrading of finances contrasts sharply with people’s lived experiences. Indeed, perceived financial well-being—marked by low stress about current finances and confidence about future security—is a powerful predictor of overall life well-being. Finances hold a special place in life well-being because they are the foundation upon which other domains of well-being rest. Finances are the foundation of food and shelter, medical care, education, and opportunities for meaningful work. Fangfang, a 37-year-old Chinese woman, explained finances special place: “With good financial health, I can live comfortably, provide the best education for my children, travel, and most importantly, stop working so hard.”

Nobel Laureates Daniel Kahneman and Angus Deaton explored the role of finances in life well-being, distinguishing evaluative from experienced well-being. They measured experienced well-being by reports of yesterday’s emotions, and measured evaluative well-being through the Cantril ladder, asking respondents to place themselves on a ladder from 0 (worst possible life) to 10 (best possible life). They found that higher incomes increase evaluative well-being without limit. People who earn an annual income of \$100,000 enjoy higher evaluative well-being than people who earn \$75,000, and people who earn \$125,000 enjoy higher evaluative well-being than people who earn \$100,000. But they also found that higher incomes cease to increase experienced well-being once they reach \$75,000. The experienced well-being of people who earn \$100,000 or even \$125,000 is no higher than that of people who earn \$75,000 (Kahneman & Deaton, 2010).

Psychologist Matthew Killingsworth found that higher income increases evaluative well-being at all income levels, confirming Kahneman and Deaton’s finding. However, he challenged their additional conclusion that experienced well-being plateaus once annual income reaches \$75,000. Instead, his evidence indicates that both evaluative and experienced well-being continue to rise with income, without a clear ceiling. A key methodological difference helps explain the divergence. Kahneman and Deaton asked respondents to recall how they felt yesterday, a process susceptible to memory distortions. Killingsworth, by contrast, gathered real-time reports through smartphones, capturing feelings as they were actually experienced (Killingsworth, 2021).

Although well-being continues to rise with income, the increments diminish in magnitude. The improvement in well-being when income rises from \$20,000 to \$60,000 is roughly comparable to the improvement when income rises from \$60,000 to \$180,000. Income thus matters at all levels, but each additional dollar contributes progressively less to well-being than the previous one.

III. THE DOMAIN OF FINANCES

The centrality of finances to life well-being emerges vividly in interviews across four countries—the United States, the United Kingdom, Mexico, and China. Again and again, people described money not as an abstract store of value but as a source of freedom, dignity, and peace of mind. Across countries and ages, meager finances mean not merely inconvenience but stress, shame, and strained relationships.

Paul, a 70-year-old American, compared money to fuel: “If I have plenty of gas, I can go anywhere. But if my tank is empty, I have to stay home.” For Barbara, a 28-year-old British woman, money shapes even the smallest daily choices. When funds were tight, she said, even a walk in the park became stressful because passing a shop meant confronting what she could not afford without incurring more credit-card debt. And Xiuying, a 48-year-old Chinese woman, was blunt: “Without money everything is pointless to discuss.” Buying a home, educating children, and supporting aging parents—all require financial resources.

Proverbs and popular sayings reinforced these themes. Orlando, a 43-year-old Mexican man, echoed a local saying: “When money is lacking, even love flies out the window,” And Greg, a 63-year-old British man, summed up the sentiment succinctly: “Money doesn’t make us

happy, but lack of money makes us bloody miserable.” Financial scarcity leaves deep emotional scars. Dina, a 65-year-old Mexican woman, recalled a financial crisis that filled her with such frustration and fear that she might never regain peace of mind. Mike, a 33-year-old American man, spoke of mounting expenses—day care, mortgage, and other obligations—at a stage of life when costs peak. And Yuxuan, a 30-year-old Chinese man, described how failing to repay a friend on time began a vicious cycle of debt and anxiety.

A. *Balancing Saving and Spending*

Money is essential to life well-being, and so does a healthy relationship with it. Meredith, a 31-year-old American woman, described such a relationship as achieving balance between saving and spending. That balance requires self-control—but not too much. Too little self-control produces spendthrifts who sacrifice the future for the present. Too much produces misers who sacrifice the present for the future. Life well-being lies between these extremes.

People use framing and mental accounting to support self-control. John, a 30-year-old Briton, described advice from a mentor: divide income into three “jars”—for bills, social spending, and investments—to heighten awareness of inflows and outflows. Meredith automatically transfers part of each paycheck into savings and channels surplus funds into a “travel account,” allowing her to spend on vacations without guilt. And Thomas, a 27-year-old British man, described opening a joint account with his partner for household expenses and creating a spreadsheet to track spending and savings toward a future home. Structure, transparency, and earmarking transform abstract discipline into manageable habits.

Financial habits are often inherited—either embraced or rejected. Meredith observed that her parents’ starkly different approaches to money contributed to their divorce. Her father spent freely; her mother saved rigorously. Meredith follows her mother’s example, contributing regularly to retirement accounts, including a 403(b), and living within her means. Naren, a 55-year-old Briton, credits his parents’ factory work and frugality for instilling respect for money in him and his siblings.

Others learn by contrast. Ashley, a 32-year-old Briton, and his wife revised their food budget after discovering

they were spending twice as much as close friends. By switching among supermarkets—Marks & Spencer, Aldi, and Tesco—and using discounts and cashback offers, they reduced monthly expenses substantially. Yet others move deliberately in the opposite direction from their parents. Mike, 33, delayed getting a credit card after witnessing both parents declare bankruptcy. And Tina, a 55-year-old Briton, resolved never to live beyond her means after seeing her parents’ debt-fueled stress.

Across cultures and generations, the lesson is consistent: life well-being depends not only on having money, but on mastering it—finding the delicate balance between present enjoyment and future security, between indulgence and restraint, between fear and freedom.

B. *Balancing Present and Future*

A good relationship with finances requires a thoughtful balance between present enjoyment and future security. The familiar moral of *The Grasshopper* and the Ant urges sacrifice today to ensure comfort tomorrow. In modern form, this moral animates the F.I.R.E. (Financial Independence, Retire Early) movement, which encourages saving 50–75 percent of income during working years to enable retirement in one’s 30s or 40s. Jeffrey, 60, offers a counterpoint. He recalls a classmate who worked relentlessly from age 22 to 32 and retired at 32—“but he lost his 20s.” Jeffrey prefers a middle path: “One shouldn’t float through life, but a determined quest for some goals can be limiting. You miss the voyage along the way.” His aim is to enjoy meaningful work, spend time with his wife, visit his children and future grandchildren, and still retire comfortably.

Barbara, 41, confronted this balance directly when tempted to withdraw her pension savings during a period of financial stress. After researching the long-term consequences, she decided against it. The future, she realized, must not be sacrificed too easily for the present. But Ashley, 32, finds the long horizon of investing psychologically challenging. He experiments with small behavioral adjustments: avoiding impulse purchases online, reducing discretionary spending, and even growing herbs at home. His struggle highlights a common tension: the human desire for immediate gratification versus the abstract promise of future gain.

Many respondents describe evolving toward greater balance with age. Robert, a 35-year-old American, notes that in youth money seems fluid and replaceable; later, its importance becomes clearer. Eva-Maria, a 35-year-old Mexican woman, recognizes how peer pressure once pushed her toward conspicuous consumption; maturity shifted her focus toward saving and investing. And Tracey, a 51-year-old British woman, now advises her son to enjoy his youth while still planning deliberately for future goals such as home ownership.

C. *Balancing Pursuit of Money and Its Neglect*

A healthy financial life also requires balance between striving for wealth and allowing it to dominate one's life. Qiang, a 40-year-old Chinese man, observed that wealth should not become a burden: it must neither be obsessively pursued nor carelessly ignored, and Daniel, a 27-year-old Briton, once equated wealth with well-being but has since learned that financial stability is only one component of a good life.

“Money is very important,” says Jesús, a 26-year-old Mexican man, “but living attached to it and worrying all the time is a mistake.” Michael, a 71-year-old American, agrees: wealth was never his primary goal; living well and happily mattered more. And Catia, a 52-year-old British woman, recounts her son's remark about a business venture unlikely to be highly profitable: “Yes, Mum—but my heart is rich.” Even at an early stage, he was thinking not only of earnings but of contribution.

D. *Saving, Investing, and Trading*

Angela, a 67-year-old British woman, captures a common distinction between saving and investing—and the unease many feel about finance. “Everything to do with finance is a form of gambling,” she said. “You gamble on interest rates when you choose a mortgage—short-term fixed or long-term variable. You gamble when you decide where to put your savings and for how long. And don't start me on the markets.” Angela thinks of herself as a saver. Yet she is also an investor. “I have been a saver all my life,” she said, “and began investing in stocks and shares in my mid-20s. The advantages of compounding have worked very well for me.” Like many, she uses “saving” to describe prudence and “investing” to describe risk, even though she engages in both.

Financial economists and investment professionals define savings simply as income not spent on current consumption. Investments are the destinations of those

savings—bank accounts, Certificates of Deposit (CDs), stocks, bonds, or real estate. In everyday language, however, savings usually mean bank accounts and CDs, while investments refer to stocks, bonds, and real estate. Those who hold only bank accounts often identify as savers, not investors. Daniel, the British man, drew the line this way: “Saving is keeping money in an account to sit there, maybe earning a bit of interest. Investing is putting money into assets that can appreciate or depreciate.”

Some self-described savers avoid investing because they believe—mistakenly—that extensive expertise is required. Mary, a 38-year-old American woman, admitted: “I've been interested in investing in stocks but I'm clueless as to how and where to start.” Yet knowledge can be acquired. Priya, 33, recalled her early fears: “At the beginning I was scared... But once we started learning, it's easy to understand. Now it's part of my day-to-day life.” Others avoid investing because they equate risk with short-term volatility or losses. But risk is better understood as the chance of failing to meet long-term goals. By that definition, relying solely on low-yield savings accounts can be risky: returns may be too low to fund retirement adequately. Stocks can also fall short—but their higher expected returns make that outcome less likely over long horizons. Accepting market risk is increasingly a necessity rather than a luxury.

Meredith, 31, illustrates another common confusion—the conflation of investing with trading. “I technically am an investor through my retirement account,” she said. “I check it monthly... but I don't really get into the details.” In fact, Meredith is not merely “technically” an investor. By contributing regularly and refraining from frequent trading, she likely increases her expected returns. Her employer-sponsored retirement savings plan invests contributions in diversified stock and bond mutual funds—quietly compounding over time.

Though she feels embarrassed by her limited financial knowledge—“I basically need a dummy's guide”—Meredith invests for the right reason: “to help my future self.” She consults a financial adviser “to make sure I'm on track.” Deep market expertise is not a prerequisite for long-term success; discipline and diversification often matter more.

Many others, however, are drawn to trading—and to the excitement it brings. Ashley, 32, was delighted to discover “how gobsmackingly simple it is to trade independently.” And Jonathan, a 67-year-old American,

monitors his portfolio daily: “I find it very stimulating when I perform well and very discouraging when my choices do not work.” Trading gains exhilarate; losses sting.

IV. THE DOMAIN OF FAMILY, FRIENDS, AND COMMUNITIES

Family, friends, and communities form a central domain of life well-being. Strong, supportive relationships are among the greatest sources of life satisfaction, emotional balance, and meaning. Ruth, a 38-year-old British woman, described her large, close family and wide circle of friends as “vital to my well-being,” offering “support, inspiration, strength, fun, love, encouragement and an amazing sense of security.” And Jasmine, a 44-year-old American woman, echoed this priority: “Making my family happy is my priority.” Lei, a 29-year-old Chinese man, reflected a collectivistic ethos: after forming a family, “personal well-being takes a step back” as each member’s happiness becomes paramount.

Financial and relational well-being are closely intertwined. Bill, a 52-year old American man, explained that once he had saved enough to stop working, his focus shifted to spending “in ways that best support our family,” and Qiang, 40, described saving as inseparable from preparing for his child’s future. Acts of kindness within families and communities enhance well-being for both giver and receiver—often with money as the enabling tool. Meredith, 31, delights in buying Christmas gifts: “It makes them happy, AND it makes ME happy.”

“If you were in trouble, do you have relatives or friends you can count on?” A “yes” answer is a strong predictor of well-being (Helliwell et al., 2009). Those who feel appreciated and who experience a sense of belonging consistently report higher life satisfaction. Fangfang, 37, described encouragement from family and friends during setbacks as “a bowl of warm chicken soup for the soul.” And Jeffrey, 60, did not feel diminished during unemployment because he “had a lot of people pulling for me.”

A. Parents and Children

Parents enhance children’s well-being through utilitarian support—food, shelter, education—as well as emotional security and love. An investor survey by SEI found that

94% cited “financial security” as wealth’s primary importance, followed by helping and educating children (SEI Private Wealth Management, 2011).

The birth of children often brings profound joy. Xiaoying, a 33-year old Chinese woman, described anticipation and responsibility during pregnancy, and Adolfo, a 32-year-old Mexican man, felt “happy and tired and strange all at the same time.” Yet parenthood also brings strain. Divya, 33, struggled with identity and exhaustion after her first child, Alexandra, 35, wistfully remembered the freedom of life before children, and Heather, a 36-year-old British woman, described the daily choreography of work and childcare—joyful but demanding.

Parents make sacrifices, often financial. Helen, a 51-year-old British woman, postponed remodeling her kitchen to preserve savings for her children. Yet pride often follows sacrifice. Jihong, a 55-year-old Chinese woman, felt deep pride when her son was posted abroad. Many parents continue supporting adult children—covering groceries, loans, housing, even launching businesses. As David, a 71-year-old American man, put it: “You never stop being a parent.”

Cultural patterns shape expectations. The cultural dimensions framework developed by Geert Hofstede distinguishes individualistic societies—such as the United States and United Kingdom—from more collectivistic ones like China and Mexico. Yet neither model guarantees harmony. Jihong, 55, described siblings fighting over a modest inheritance, and Karen, a 60-year-old British woman, recounted accusations over a will during her illness. Still, reverence for parents is evident everywhere. Weidong, a 57-year old Chinese man, felt happiest celebrating his mother’s 90th birthday. And Danny, a 43-year-old American man, works to simplify life for his aging mother.

B. Marriage

Marriage is associated with high well-being—during courtship, on the wedding day, and throughout long partnerships. Shuang, 30, recalled her husband shielding her from a snake while dating, Na, a 36-year-old Chinese woman, felt surrounded by love on her wedding day, and Jane, a 59-year-old American woman, described a recent birthday getaway with her husband as pure contentment. The link runs both ways: higher well-being increases the

likelihood of marriage, and marriage enhances well-being—especially when marital quality is high (Harker & Keltner, 2003).

Marital stress and harmony often revolve around finances. Marital stress can severely damage well-being, illustrated by the stories of Ruth, 38, who described the years leading to her divorce as her lowest point, and Meredith, 31, who described ongoing strain as she and her husband navigate life on one income during his return to school. At the other end, stories of compromise illustrate harmony. Suzanna, a 59-year-old American woman, and her husband negotiated a garden budget and found joy in staying under it, and James, 52, persuaded his wife to replace kitchen appliances gradually, a decision vindicated when an unexpected repair arose.

Marriage can also provide external discipline when self-control falters (Garbinsky & Gladstone, 2019). Joint finances encourage accountability as spouses moderate one another's spending. Danny, 43, assumed responsibility for household finances after his wife accumulated debt, and Rochelle, a 34-year-old British woman, credits her frugal partner with helping her develop constructive habits. Marriage can also provide external lessons when self-control is excessive. Thomas, the British man, learned to relax excessive frugality, seeing money as "a tool to aid in happiness." Communication is crucial. Trust, transparency, and shared decision-making underpin marital well-being—whether in marriage or cohabitation (Lee & Ono, 2012).

C. *The Domain of Work and Activities*

Work, paid or voluntary, is central to well-being. Are we passionate about what we do, or do we endure it while waiting for the weekend or retirement? Do we take pride in serving patients, students, or customers? Do we respect colleagues—and feel respected in return?

Work provides utilitarian benefits in earnings, but also expressive and emotional benefits. It expresses identity—professor, police officer, technician, physician. It offers pride in accomplishment, satisfaction in contributing to family and society, and membership in a community of colleagues. When we lose a job, we lose more than income; we lose identity, status, and belonging. Donald, a 74-year-old American man, said: "Two family members recently pointed out that my part-time job is far from ideal economically. They are right, but I like doing it... Strictly speaking, I could live on Social Security, but not the

lifestyle I'd like. Economics is not the only factor in play."

Finances are tightly linked to work. Earnings come primarily from employment or self-employment. Retirement benefits—whether defined-benefit pensions or defined-contribution plans such as 401(k)s, 403(b)s, and IRAs—are largely work-based. Yet the meaning of work extends well beyond money.

D. *Work and Well-Being*

The relationship between jobs and well-being runs both ways. Jobs enhance well-being through income, structure, social status, and relationships. In turn, high well-being enhances productivity and job prospects. Conversely, job loss can devastate well-being. Jonathan, 67, who once celebrated an award, also described the shock of downsizing: "I felt empty and lost. Where do I go from here? How will I support my family?" And Gabriel, a 46-year-old British man, said redundancy left him depressed and without purpose: "Being in work gives you a reason to get up every day." Unemployment leaves scars that linger even after reemployment, and it unsettles even those still employed (Knabe & Rätzel, 2011).

Work and family can enrich each other—or conflict. Long hours and stress spill into home life, and family demands spill into work. Keith, 39, an American physician, contrasted two periods: early career years filled with travel and exercise, and a later stretch of 90-hour workweeks, exams, and a newborn son. "I was exhausted... The hardest part was missing much of my son's first year." Yet work can also enrich family life through income, skills, and positive emotion. Dina, 65, started a business to rescue her family from economic hardship. Though it reduced family time, it restored security and pride.

Job security increase job satisfaction, and perceived insecurity harms mental health nearly as much as unemployment itself. Yet job satisfaction differs from engagement. Many employees report satisfaction, but fewer than 20% feel actively engaged (Harter, 2018). Work also shapes self-identity—our sense of who we are. Jobs closely tied to identity bring high well-being, but retirement from them can be jarring, as people must craft new identities beyond their professions.

Workplace social capital—trust, support, voice—strongly influences well-being. A boss who served as mentor increased the well-being of Jean, 31, but

unrecognized accomplishments diminished the well-being of Zihan, 34. High trust in management raises well-being, but toxic leaderships erodes it. John, 30, described bullying and hostility from a director that left him anxious and physically ill.

V. THE DOMAIN OF HEALTH: PHYSICAL AND MENTAL

Health—both physical and mental—is a central domain of well-being. So, too, is the health of our families. As Virginia, a 46-year-old Mexican woman, said, “There is no life if there is no health. There are no dreams; you become vulnerable. Health is human beings’ most important wealth.”

Illness and injury remind us how foundational health is. Eva Gisela, also 46 and Mexican, described the despair she felt after a serious car accident confined her to bed: “I was feeling useless because I couldn’t perform my daily activities.” And Alexandra, 35, recalled a painful kidney stone: “It put me in the passenger seat of my life. I realized that without my health, I cannot enjoy anything else.” Such moments make vivid what is otherwise easy to ignore—that health is the platform on which all other aspects of well-being stand.

A. *Health and well-being*

Health enhances well-being in utilitarian ways. It enables earnings from work unimpeded by illness or disability and reduces medical expenses. Julia, a 42-year-old Mexican woman, described the financial strain when her husband became ill and could no longer work: “We lost solvency to pay our bills.” Poor health can quickly undermine financial stability.

But health’s contribution extends beyond income and savings. It carries expressive and emotional benefits. Good health allows us to live actively rather than being confined to a bed or wheelchair. It grants freedom from pain and the capacity for movement. Virginia, 46, who nearly lost her leg and baby to deep thrombosis during pregnancy, said the experience taught her to “value every second” and to care for her body “as if you were being born again.”

Many people turn to therapy, meditation, yoga, exercise, and nature to buffer stress. Julian credits cognitive behavioral therapy, meditation, stretching, and

boundaries around work hours. Gary, 43, values individual and couples’ therapy for helping him “take stock of what is important.” And María Elena, a 52-year-old Mexican woman, rediscovered herself during a month by the sea, realizing how much she had neglected self-care.

Mental illness can devastate well-being. Occasional sadness may prompt reflection and growth, but persistent sadness can deepen into major depression, shutting people down. Severe disorders such as schizophrenia impair social functioning and often lead to isolation, making close relationships difficult.

The relationship between health and well-being runs both ways. Well-being promotes health just as health promotes well-being. People with high well-being report less pain, fewer health risks, and better perceived health (Boehm, 2018). In a famous longitudinal study of nuns, those who expressed more positive emotions in autobiographies written in their twenties lived longer than those who expressed fewer positive emotions (Danner et al. 2001).

Well-being buffers stress and encourages healthy behavior. Robert, 35, strives for balance—going to the gym, walking to work, tracking his activity, and aiming for better sleep and diet. High well-being is associated with more exercise, healthier diets, less smoking, better sleep, and more preventive care. And Helene, 56, observes how mental stress affects her physical health and emphasizes rest as a resource for resilience.

Health and finances are closely intertwined. Good health supports earning capacity; financial resources enable access to quality care and nutritious food. As Greg, 63, put it: if we are healthy, we can work; if we are financially healthy, we can afford better care. Financial stress, however, undermines health. And Jean, 31, noted that money worries affect her mental—and likely physical—state.

In the United States, anxiety about healthcare costs looms large, particularly when insurance is employer-based. During unemployment, Jeffrey, 60, feared losing coverage under the Affordable Care Act. Concerns extend beyond the United States. Eduardo, 55, in Mexico felt “completely vulnerable” facing spinal hernias without insurance. In the United Kingdom, the safety net provided by the National Health Service offers significant support, yet uncertainties about funding and long-term

care persist. Helen, 51, noted how illness would have strained her family had it affected her self-employed husband.

VI. CONCLUSION

In the end, the distinction between good and great financial advisers lies in the scope of their contributions. Good advisers focus on portfolios, returns, and risk; great advisers recognize that money is not an end, but a means to a life well lived.

The evidence is clear: finances are crucial for life well-being. They shape opportunities, reduce stress, and enable the pursuit of meaning. Mastery of money is not merely technical but behavioral and emotional, requiring discipline without rigidity and ambition without obsession.

Great financial advisers, therefore, act as guides to life well-being. They help clients clarify what truly matters, navigate trade-offs between present and future, and avoid the cognitive and emotional pitfalls that undermine good decisions. By doing so, they elevate their role from managing wealth to enhancing life well-being—guiding clients not only toward financial security, but toward lives of balance, dignity, and meaning.

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